

United Kingdom-London: Public relations consultancy services

OJ S 36/2019 20/02/2019

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: King's College London
Postal address: Strand
Town: London
NUTS code: UKI3 Inner London - West
Postal code: WC2R 2LS
Country: United Kingdom
E-mail: gerry.burns@kcl.ac.uk
Telephone: +44 2078484431
Internet address(es):
Main address: www.kcl.ac.uk

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: <http://www.kcl.ac.uk/aboutkings/orgstructure/ps/procurement/suppliers/index.aspx>
Additional information can be obtained from the abovementioned address
Tenders or requests to participate must be submitted electronically via: <http://www.kcl.ac.uk/aboutkings/orgstructure/ps/procurement/suppliers/index.aspx>
Tenders or requests to participate must be submitted to the abovementioned address

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Education

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

KCL-00001170 Social Media Listening and Consultancy
Reference number: KCL-00001170

II.1.2. Main CPV code

79416200 Public relations consultancy services

II.1.3. Type of contract

Services

II.1.4. Short description

Our primary objective is to be able to fully measure, analyse and understand what is being said or talked about online with specific regard to our brand, schools, departments, people, activities and services. It is our intention to expand our use of the social media monitoring service and toolset overtime as we evolve King's use of such tools. We will require access to real-time information in easy to read reports that are readily available to use, in addition to regular data analysis and insights to inform our activities and aid planning.

II.1.5. Estimated total value

Value excluding VAT: 200 000,00 GBP

II.1.6. Information about lots

This contract is divided into lots: no

II.2. Description

II.2.3. Place of performance

NUTS code: UKI3 Inner London - West

Main site or place of performance:

II.2.4. Description of the procurement

Our primary objective is to be able to fully measure, analyse and understand what is being said or talked about online with specific regard to our brand, schools, departments, people, activities and services. It is our intention to expand our use of the social media monitoring service and toolset overtime as we evolve King's use of such tools. We will require access to real-time information in easy to read reports that are readily available to use, in addition to regular data analysis and insights to inform our activities and aid planning.

II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.6. Estimated value

Value excluding VAT: 200 000,00 GBP

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Duration in months: 36

This contract is subject to renewal: yes

Description of renewals:

Annually until 3 years are complete.

II.2.10. Information about variants

Variants will be accepted: no

II.2.11. Information about options

Options: no

II.2.13. Information about European Union funds

The procurement is related to a project and/or programme financed by European Union funds:
no

II.2.14. Additional information

Section III: Legal, economic, financial and technical information

III.1. Conditions for participation

III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions:

III.1.2. Economic and financial standing

Selection criteria as stated in the procurement documents

III.1.3. Technical and professional ability

Selection criteria as stated in the procurement documents

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Open procedure

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.2. Time limit for receipt of tenders or requests to participate

Date: 21/03/2019 Local time: 12:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

IV.2.7. Conditions for opening of tenders

Date: 21/03/2019 Local time: 12:15

Place:

Actually online. Physically in London.

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

3 years.

VI.2. Information about electronic workflows

Electronic ordering will be used

Electronic payment will be used

VI.3. Additional information

We are working towards electronic invoicing for all suppliers. The ones currently being e-invoiced are mainly bought in goods from e-catalogues.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Royal Courts of Justice

Postal address: Strand

Town: London

Postal code: WC2A 2LL

Country: United Kingdom

E-mail: comct.registry@hmcourts-service.gsi.gov.uk

Telephone: +44 2079476112

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

VI.5. Date of dispatch of this notice

15/02/2019